* **Goal:** You will: use effective public speaking skills; write cohesive, clear and effective pieces; analyze your own talents; assume a leadership role
* **Role:** You are one of the following:
* a CEO of a start-up advertising agency
* *or*
* a potential employee of a start-up advertising agency
* **Audience:** your audience is either your potential new hires (if you are a CEO) *or* your potential boss
* **Situation:** There are several new competing local advertising agencies that want to provide quality and innovative advertising for free to local businesses; you will either lead one of these agencies or become an employee for one of them.
* **Products:**
* CEO:
* 1. You will compose a speech that seeks to persuade employees to work for you. Why should they apply to your company versus any other? What will your company and you offer them?
* 2**.** You must also create a business description that communicates your agency’s goals and vision to distribute as a handout.   
  3. Use Prezi, PPT or Keynote or other audio-visual medium in conjunction with your speech.
* Employee:
* 1. You will take Cornell notes on each CEO’s speech, so as to decide to which agency you will apply.
* 2. You must create a resume in order to be prepared for your interviews.
* 3. You must compose a cover letter introducing yourself, previewing your skills and talents, and stating your objective in seeking a position at this agency.